

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Appointment of Consultant for providing Bid Process Management Services for the “Appointment of Media and Public Relations Consultant” – M/s.APPFCS Limited – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 723

Date : 01-10-2012.

Read :-

From M/s. APPFCS Limited Letter No.APPFCS/KLN/YAT&CD/ADC/M&PRC/BPMS/17/2012, dated: 22-08-2012.

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ORDER

It is proposed for “Appointment of Media and Public Relations Consultant” for the Tourism Department as the Media Campaigns are wide ranging covering prime print publications, prominent television channels, online campaigns on the world’s most popular websites and strategic outdoor advertising in the key international source markets. The Government have called for the quotations from all the empanelled consultants for undertaking the Bid Process Management Services. In the reference read above, M/s. APPFCS Limited has submitted their quotation for an amount of Rs.2.90 Lakhs Plus Taxes. This department has called the consultant and negotiated further to reduce the quotation and hereby appoints M/s. APPFCS Limited as consultant to undertake Bid Process Management Consultancy Services for “Appointment of Media and Public Relations Consultant” for Tourism Department with a consultation fee of Rs.2.50 Lakhs plus service tax with the following scope of work.

1. Preparation of draft ‘Advertisement’ for calling Expression of Interest from the bidders and other related works till submission of Evaluation Report on the EOIs received
 2. Preparation of bid documents (RFP) with selection criteria
 3. Evaluation of Bids for selection of the successful bidders
 4. Preparation of draft Agreements
2. The consultation fee shall be payable as follows:
- a. 25% of the fee on signing of Consultancy Agreement
 - b. 25% of the fee on submission of RFP Document.
 - c. 25% of the fee on completion of Bidder Selection Process
 - d. 25% on submission of draft agreements and signing with the selected bidder.
3. The Assistant Secretary and Drawing & Disbursement Officer, YAT & C (PMU) Department, shall draw and disburse the same as and when the bills are submitted by the consultant. The amount payable shall be debited to the following Head of Account:
- “ 3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation and other facilities to Tourists-Schemes included in Plan, 11-Normal State Plan, 05-Development of Infrastructure facilities for Tourism Promotion, 500-Other charges, 503-Other expenditure”.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s. APITCO Ltd., 8th Floor, Parisrama Bhavan, Basheerbagh, Hyderabad

The Assistant Secretary (PMU) & Drawing & Disbursement Officer), YAT & C Deptt.

Copy to :

The Deputy Pay & Accounts Officer, AP. Secretariat, Hyderabad/SF / SC

// Forwarded : : By Order //

SECTION OFFICER